

Television Ad Analysis

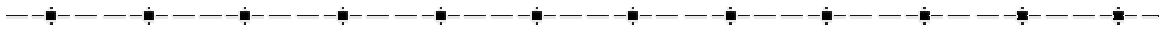
After viewing several television ads from the suggested sites, use this sheet to begin to analyze what make an ad effective.

Try to understand what makes a truly persuasive advertisement.

Website? Length of Ad	Candidate's Name/Political Party	Visual Images Used in Ad	Visual Messages Presented	Oral Messages Presented	Issues Addressed

Website? Length of Ad	Candidate's Name/Political Party	Visual Images Used in Ad	Visual Messages Presented	Oral Messages Presented	Issues Addressed

Website? Length of Ad	Candidate's Name/Political Party	Visual Images Used in Ad	Visual Messages Presented	Oral Messages Presented	Issues Addressed



Website? Length of Ad	Candidate's Name/Political Party	Visual Images Used in Ad	Visual Messages Presented	Oral Messages Presented	Issues Addressed